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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

MIS1013 – INTERACTION STUDIES
(All sections / Groups)

11 MARCH 2016
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTION TO THE STUDENT

1. This Question paper consists of 4 pages including cover page with 5 questions only.
2. This question paper consists of Section A and Section B
3. Answer ONLY ONE question in Section A and answer ONLY TWO questions in Section B
4. Total marks is 40 (FORTY) marks altogether. The distribution of the marks for each question is given accordingly at the end of each question.
5. Please write all your answers clearly in the Answer Booklet provided.

Section A (20 Marks)

This section consists of 2 QUESTIONS. Answer ONE ONLY.

Question 1

Gestalt laws is one of the Cognition theory that can be utilized in interaction study. Based on Figure 1, describe these Gestalt Laws. [20 marks]

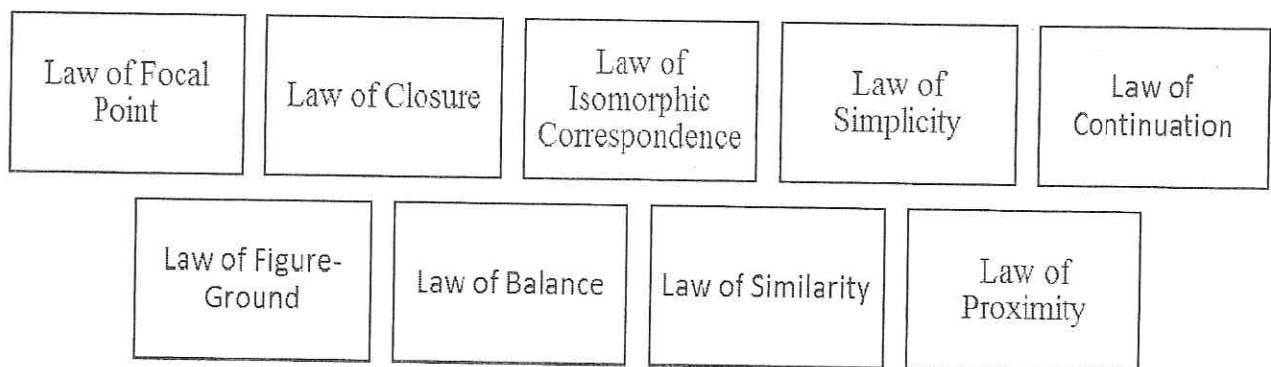


Figure 1: Gestalt Laws

Continued ...

Question 2

- a. Briefly describe balance, continuation, figure-ground, focal point and proximity [10 marks]
- b. Using balance, continuation, figure-ground, focal point and proximity as guideline, do you think the website in figure 2 has been produced effectively? Why? [10 marks]



Figure 2. A print screen of Africa Safari website

Continued ...

Section B (20 Marks)

This section consists of 3 QUESTIONS. Answer **TWO ONLY**.

Question 3

- a. Describe chunking. [6 marks]
- b. How can you applied chunking in designing website? You are encourage to draw sample of a website to support your explanation. [4 marks]

Question 4

Interaction types refer to person behavior when interacting with applications such as websites. There are four main types of interaction types: instructing, conversing, manipulating and exploring.

- a. Briefly explain all the four main types of interaction types: instructing, conversing, manipulating and exploring. Provide examples of application for each type of interaction. [10 marks]

Question 5

A prototype is one manifestation of a design that allows interested party such users, clients, lecturers and etc. to interact with it and to explore its suitability. There are two types of prototypes; Low-fidelity prototype and high-fidelity prototype.

- a. In your opinion, why do you think it is important to have prototype when designing an application such as mobile application or website? [2 marks]
- b. Explain low-fidelity prototype. [4 marks]
- c. Explain high-fidelity prototype [4 marks]

End of Paper